



Community Paper Shredding Day

5 Points

Residents are often reluctant to recycle confidential documents/files due to security issues. Several counties (Middlesex, Burlington, Ocean, and Monmouth) and communities have offered residents opportunities to shred and recycle their personal documents during community paper shredding days. A municipality can earn 5 points for organizing a shredding day for their community.

Who should lead and be involved with this action?

The municipal recycling coordinator (preferably one who is certified) or other appropriate municipal staff involved in waste management should be involved in the implementation of this action. If this action is held in conjunction with a county program, a team of municipal staff and / or volunteers must be involved.

Timeframe

Depending on the municipality's request for quotations (RFQ) process, it will take approximately 6 weeks to set up a paper shredding day.

Project Costs and Resource Needs

If your municipality does not have a Certified Recycling Professional, the Rutgers Office of Continuing Education offers the New Jersey Recycling Certification Series. Individuals have three options for certification depending on their level of previous professional experience in the field and prior certification: full certification, alternate certification, or re-certification. For information on the series and costs see:

http://www.cpe.rutgers.edu/programs/recycling_solid_waste.html

Municipalities need to contract with a paper shredding/recycling operation and promote the program on a web page and in newspapers. Costs for the paper shredding/recycling operation range between \$120 and \$200 per hour, and providers typically set a minimum of 4 to 5 hours for the event. Sometimes companies provide a rebate for each ton of paper collected. This will

depend on the current market price for paper.

Municipalities can use their recycling grant funds to pay for this expense.

Why is it important?

Waste Recycling is important to sustainability for the following reasons:

- reduces the need for landfilling and incineration.
- prevents pollution caused by the manufacturing of products from virgin materials.
- saves energy.
- decreases emissions of greenhouse gases that contribute to global climate change.
- conserves natural resources such as timber, water, and minerals.
- protects and expands U.S. manufacturing jobs and increases U.S. competitiveness.
- helps sustain the environment for future generations.

What to do, and how to do it (“How to”)

Below we have listed the requirements for earning points for this action.

1) You must have organized and conducted your paper shredding day(s) **from within 18 months of the June submission deadline**. You must specify the date(s) of the paper shredding day(s).

2) The municipality must demonstrate that it had an active role in organizing and conducting the paper shredding day(s). Identify the program logistics that your municipality engaged in to hold the paper shredding day. For example, where was the event held? Was the event part of a broader effort to educate the public about recycling or raise funds? If the paper shredding day was part of a county program, specify how your municipality participated in and promoted the day. Did your municipality provide a location or staff resources? Did your municipality promote the program to residents and local businesses using its own resources?

3) Identify and illustrate how the Paper Shredding Day(s) were promoted. Submit sample promotional materials developed and used to promote the program e.g. press releases, fliers.

4) You will need to provide an estimate of the number of people participating in the Paper Shredding Day(s) from your municipality and the tons recycled.

We have provided guidance and recommendations for implementing the action. You do not need to follow this guidance exactly as long as your final product meets the requirements.

The following concerns should be addressed in the planning stages:

1) Find a Vendor – Your municipality should contract with a paper shredding vendor who is a member of NAID (National Association of Information Destruction). The truck must have an

external camera to allow residents to view the shredding. Make sure you request a weight receipt for the event (some vendors have the ability to print a weight receipt directly from the truck).

2) Location – The host location should preferably be a large parking lot that is convenient and commonly known to residents. The location needs to be able to accommodate a line of cars, including an area next to the vendor's truck where people can pull off to the side to watch their paper being shredded. The shredding truck should be placed as close to the EXIT as possible to allow for a large queue of participants if necessary and an easy exit.

3) Staffing – Two staff members should be devoted to helping unload the paper as residents pull up to the truck. Residents should be encouraged to stay in their vehicles.

4) Amount – Municipalities may want to put a limit on the amount of paper accepted (i.e. 4-6 bags or boxes per car) and all advertisements should state that this is a program for residents only (no businesses). In Union County, the limit is 4 bags or boxes of approximately 10 pounds each.

5) Promotion – Event promotion is an integral step to making your event a success. At a minimum, a press release should be developed and disseminated to local papers at least three weeks prior to the event. Advertising should also be done via your municipality's web page, the local cable station and fliers. If budget allows, a newspaper ad would also be helpful.

The educational material promoting the event should state that 1. The event will end sooner than advertised if the truck reaches capacity; 2. Residents should bring only confidential/sensitive materials – magazines and non-confidential papers should be recycled curbside; and 3. This is a garbage-free event – whatever containers (boxes or plastic or paper bags your material is brought in), must be brought home by residents..

What to submit to get credit/points

In order to earn points, your submission must meet the following standards:

- 1) You must have organized and conducted your paper shredding day(s) **from within 18 months of the June submission deadline**. Specify the date(s) of the paper shredding day(s).
- 2) The municipality must demonstrate that it had an active role in organizing and conducting the paper shredding day. Identify the program logistics that your municipality engaged in to hold the paper shredding day. For example, where was the event held? Was the event part of a broader effort to educate the public about recycling or raise funds? If the paper shredding day was part of a county program, specify how your municipality participated in and promoted the day. Did your municipality provide a location or staff resources? Did your municipality promote the program to residents and local businesses using its own resources?
- 3) Identify and illustrate how the Paper Shredding Day was promoted. Submit sample

promotional materials developed and used to promote the program e.g. press release, flyers.

4) Provide an estimate of the number of people participating in the Paper Shredding Day from your municipality and the tons recycled.

Submit the following documentation to verify the action was completed to the above standards. (Log in to the password protected webpage where you submit your online application for certification to write in the text box and upload documents).

1) In the text box, please provide a short narrative (300 word max) to summarize what was accomplished and the general steps taken to accomplish it. Your narrative should include the date(s) the event(s) were held and specify if they were part of a county program.

- Upload: Samples of promotional materials developed and used to promote the program e.g. press release, fliers.
- Upload: Information that estimates the number of people participating in the Paper Shredding Day from your municipality and the tons recycled.

All documentation must be from within 18 months of the June submission deadline

IMPORTANT NOTES: You can upload up to six separate documents for each action. Please excerpt relevant information from large documents. Please remember that your submissions will be viewable by the public as part of your certified report.

Spotlight: What NJ towns are doing

SPARTA TOWNSHIP:

Sparta Township Green Team held a Community Paper Shedding Event on August 31, 2010 from 4:00 p.m. – 7:00 p.m. This event, the first of its kind in Sparta, was a huge success. Numerous people asked if Sparta could hold this event on a regular basis. The team collected a total of 2,160 pounds of paper and raised \$520.00 for the Sparta Township Cultural Affairs Committee.

Advertising consisted of ads in the Sparta Independent, the New Jersey Herald, the Township Bulletin and through emails and two community billboards. A flyer was created and distributed throughout Town Hall and given out each Friday, one month before the event, at the Summer Concerts conducted by the Cultural Affairs.

Resources

Association of New Jersey Recyclers

www.anjr.com

California Integrated Waste Management Board

<http://www.ciwmb.ca.gov/WPW/>

Ecocycle

<http://www.ecocycle.org/>

NJ Department of Environmental Protection – Recycling Office

<http://www.nj.gov/dep/dshw/recycling/>

Northeast Recycling Council

<http://www.nerc.org/>

Overview of Middlesex County Paper Shredding Program

Middlesex County Sample Paper Shredding RFQ

Middlesex County provides information that municipalities can use to establish a paper shredding day. For further information about this, contact Richard Hills, Division Head, Division of Solid Waste Management in Middlesex County at Richard.hills@co.middlesex.nj.us or by phone 732-745-4170.

United States Environmental Protection Agency (EPA)

<http://www.epa.gov/epawaste/index.htm>